

BEIJING TODAY

COMMERCE

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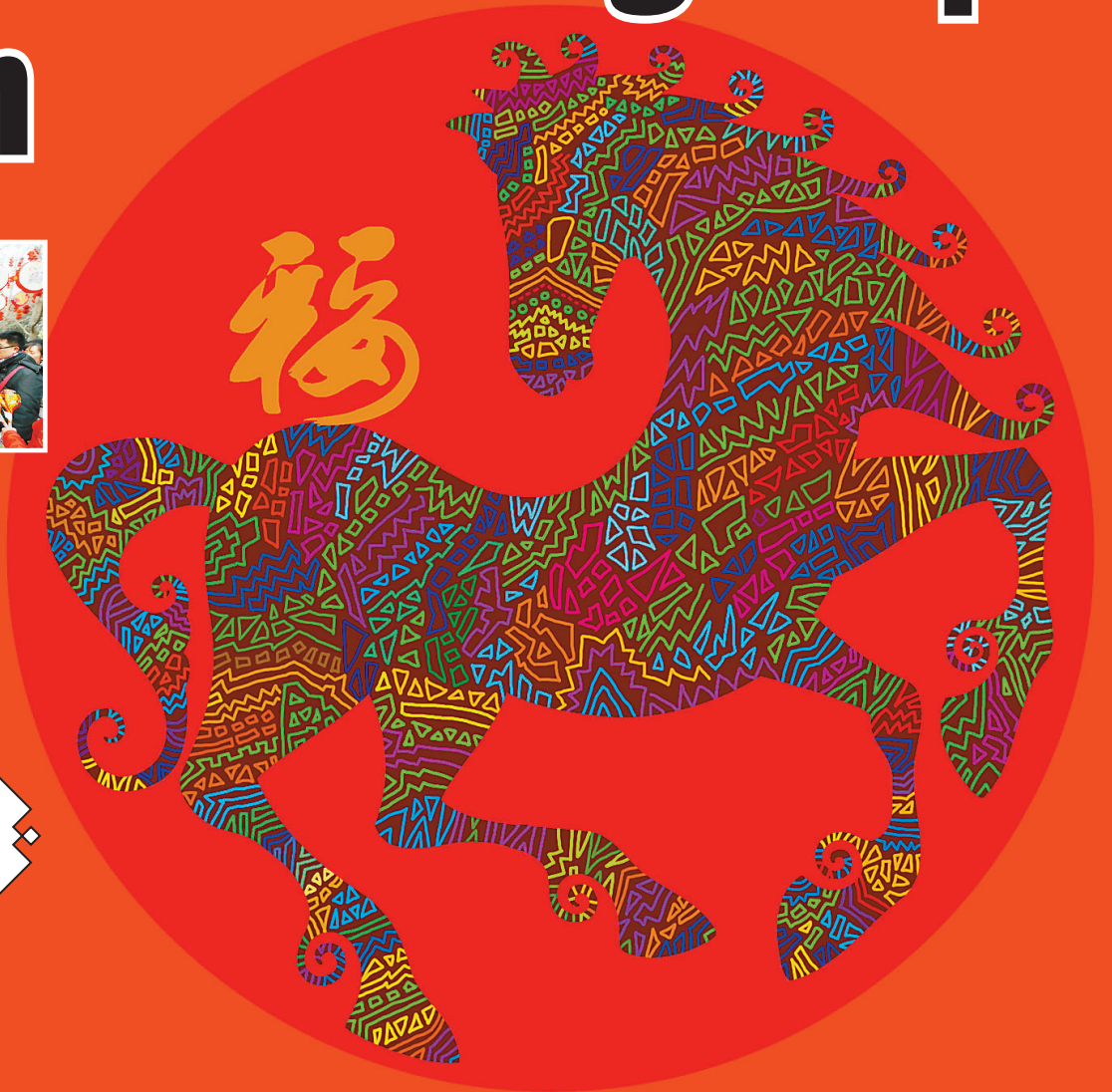
今日北京

Year of the Horse gallops into town



The Year of the Horse is here, and with it the season for temple fairs. From traditional fairs at White Cloud Temple to the carnival-like atmosphere of Ditan Park, a week of entertainment awaits all who are willing to brave the firework dust. Grab your PM2.5 mask and hit the streets!

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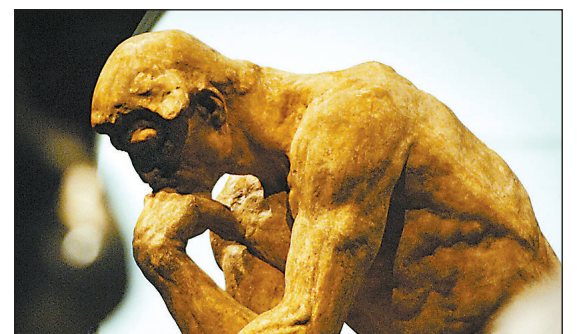
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Xianguomoai brings fruit market to WeChat

By BAO CHENGRONG
Beijing Today Staff

While WeChat's explosive growth is attracting many e-commerce companies to the platform, few dare to make WeChat the foundation of their business.

Xianguomoai, a company selling high-end fruits, is one of the first.

Wu Wei, co-founder of the company, said he was drawn to WeChat due to the mobile Internet trend: the platform also offered a cheap alternative to custom app development.

Wu's previous experience includes an Internet startup and wholesale fruit trade. Combining the two fields seemed like a logical step, he said.

Attracting the users wasn't easy: Wu had to take a loss by giving free oranges to anyone who followed the company's WeChat account. Although it meant spending 5 yuan on each new follower, the company earns 10 percent on all its fruit sales.

The giveaway helped Wu win his first 2,000 customers. Since then, he has attracted 30 to 40 new followers each day.

Wu said the company's target customers are office workers in Shanghai, though he also distributes fruits to customers in the provinces of Zhejiang and Jiangsu. Half the customers are WeChat followers while the other half place their orders using a PC or phone.



Xianguomoai's office moves fruits quickly out the door.

Photo provided by Xianguomoai

Shanghai customers who order fruit before 6 pm can receive it the next day. Customers in Zhejiang and Jiangsu receive their fruit in two to three days.

But like any fruit trader, Wu faces many problems with logistics and storage. Considering the locations of its customers are decentralized, Wu chose to outsource his shipping. Wu said running

his own logistics businesses would only make sense if more than 40 of his customers were located within a 5-square-kilometer area.

Wu said the company loses less than 10 percent of its fruits to rot by ensuring nothing stays in inventory for more than three days. He's considering opening several fruit juice stores to reuse fruits that

are edible but too old to ship.

"The fruits may not look attractive after three days, but their quality and taste remain great," Wu said.

Wu said the company is working to add a payment function to WeChat to improve the user experience. So far, WeChat's in-app payment system is limited to a few major vendors.

Smartphone app aims to wikify travel logs



Chanyouji's guide to Nepal



By BAO CHENGRONG
Beijing Today Staff

Chanyouji is one of the few Chinese travel apps that makes good on its promises of helping users arrange their travel routes and schedules.

When the app hit the domestic market last January, the space for travel apps was mostly blank aside from hotel and ticket booking sites like Qunar.

Guo Ziwei, the company's founder, said his goal was to create a fast tool for letting users share their travel experiences on the go. The current version of Chanyouji makes it possible to create and share trip notes in 10 minutes.

Attached photos are presented in a chronological flow. Users can also include video and audio messages about their trip. Chanyouji provides in-app bookkeeping services to track pricing.

The app currently covers 16 destinations across Southeast and East Asia: its Web edition includes many other popular tourism destinations. Guo said European countries will be available soon.

But sharing trip notes is just a start. Guo's ultimate goal is to "wikify" the data

as a user-editable travel book.

The app has collected more than 10,000 travel logs to date. Using the logs as a reference, it provides recommended sights and travel routes. The guide includes the basic introduction of the country, visa application procedures, currency exchange, phone and Internet fees, transportation, local language and shopping destinations.

As for choosing one's travel routes, he or she can either pick the routes recommended by editors or other travelers. Users can also add optional spots, restaurants and other elements to create a customized visual route.

Guo said that most of the other route sharing apps face the problem of convincing users that their routes are actually the best. Crowdsourcing users' experiences lends a degree of credibility to each trip, he said.

The popular Ctrip.com recently invested in Chanyouji. It is currently developing a bridge between the databases.

Guo said an Android version of the Chanyouji app is expected to hit the market in February or March. The Android version will not allow users create a personal travel route.



Photos provided by Chanyouji

New immigration law closes Canada's doors to students

By BAO CHENGRONG
Beijing Today Staff

Canada's message this week was clear: students hoping to use their studies as a quick route to foreign citizenship should cross the northern nation off their list.

Chris Alexander, Canada's Minister of Citizenship and Immigration, announced foreigners with experience in six occupations would no longer be eligible to apply for Canadian Experience Class (CEC) immigration.

The new policy is expected to affect 80 percent of the Chinese students heading to Canada for study.

One student surnamed Chen has been studying e-commerce at Simon Fraser University. After moving to Vancouver, she fell in love with the city and decided to try and immigrate.

When she learned it was hard for e-commerce graduates to find work that could lead to immigration, Chen switched to studying cooking at Vancouver Community College. She was due to graduate in 16 months when the new policy ruined her dream.

Alexander's announcement has been a crushing blow to many students.

Although the number of immigrants through CEC is expected to swell to 15,000 this year, for the Chinese it has become much harder.

The six occupations no longer allowed are cooks, food service supervisors, administrative officers, administrative assistants, accounting technicians and bookkeepers as well as retail sales supervisors. Canada has simply accepted too



Immigration consultants say things will be hard for Chinese students headed for Canada.

CFP Photo

many people from these fields in the last few years, Alexander said.

Mo Gongyou, an immigration consultant, said it's also bad news for students who major in liberal arts, as many begin their careers by working in catering or retail.

Some netizens say it's unreasonable for the Canadian government to carry out the policy without giving a buffer period.

While Canada toughens its immigration

policies, the US, Australia and New Zealand are courting new talented immigrants. A US immigration reform announced last May gives preferential support to candidates with a high-tech background through the MERIT program.

In Australia, the convenience of immigration is one of the main reasons it attracts so many foreign students. The country is particularly eager to recruit

engineers and accountants, meaning it could soak up many of the students Canada is now turning away.

In New Zealand, eight new occupations have been added to the country's immigration list. These include purchasing manager, sports therapist, nutritionist, registered infantile nurse, intellectual property rights attorney, archaeologist, hydrometry surveyor and dog trainer.

App aids children in sharing their art

By BAO CHENGRONG
Beijing Today Staff

Imtonghua is a new app intended to better connect children with their parents and art teachers.

Drawing on Western elementary education, which emphasizes the importance of allowing each child to be seen and heard, the app acts as a platform to discover talented children and boost enthusiasm for painting.

Children can use the app to upload their paintings and share a story for each. Parents, teachers and other students can respond to each work with audio comments.

Yuan Xuyi, the product manager behind the app, said the company is cooperating with teachers at popular painting institutes in Shenzhen to solicit professional comments. Yuan said it can allow children from developing areas to make up for the disadvantage of lacking a professional painting instructor.



The app has attracted more than 40,000 users within a month of its release last May: since then it has ballooned to more than 150,000.

But many of those users are inactive: to date, the platform only hosts 1,000 paintings and 6,000 comments.

Yuan aims to encourage freelancers to seek inspiration in the children's paintings and create a series of painting books for Chinese children.

The app is currently available on Android and iPad. A version for iPhone will be available later this year.



The Imtonghua app

Photos provided by Yuan Xuyi

France announces plethora of events for diplomatic anniversary

By LIU XIAOCHEN
Beijing Today Staff

Monday marked the 50th anniversary of Sino-French diplomatic relations. To celebrate, France is organizing more than 400 activities for the 2014 calendar year.

Chinese Minister of Foreign Affairs Wang Yi and Minister of Culture Cai Wu announced the year's plans with Ambassador Sylvie Bermann at the National Grand Theater on January 17.

Headline events include a concert by the French Republican Guard in Beijing and an exhibition by the Charles De Gaulle Foundation at the China National Museum.

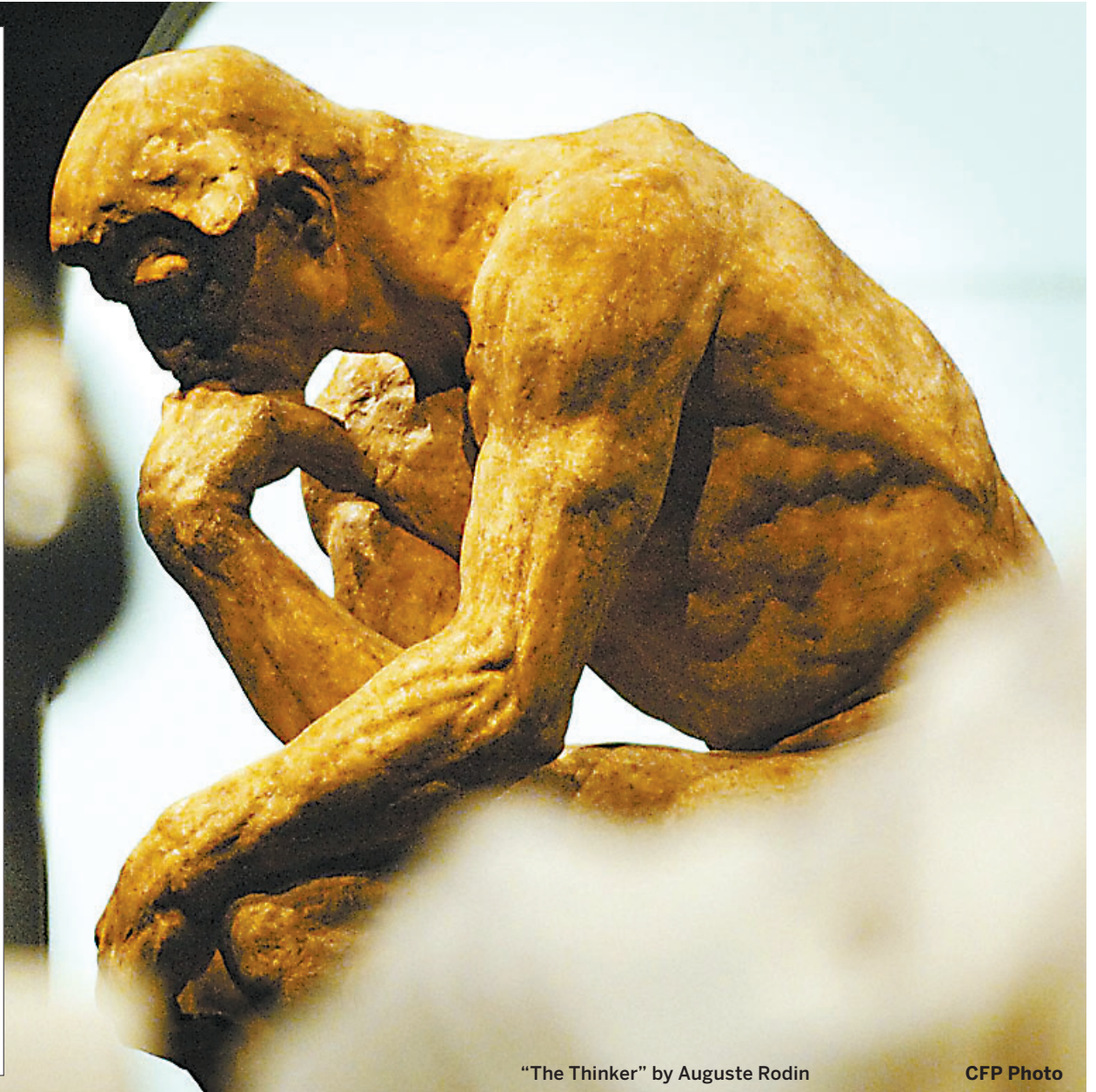
The museum will exhibit masterpieces of the French National Museum, as well as the works of Claude Monet and Auguste Rodin, best known for his sculpture *The Thinker*. An exhibition of Han Dynasty artifacts and Chinese lacquer works will be sent back to France.

As part of the series of activities, the Chi-Fra art exchange exhibition has already started at the Chinese Art Museum and will end on February 16. The exhibition shows more than one hundred oil paintings, engravings and sculptures by 40 contemporary Chinese and French artists.

In addition, the two countries are planning a French Food Week, a mathematics competition on March 19, an introduction to small and medium French enterprises at Chinese Western International Exposition in Chengdu and a 48-hour visa activity for quicker visa applications to France.

All activities are designed to help China and France strengthen their comprehensive strategic partnership.

"These activities provide a better chance for the countries' people to learn more about each other and strengthen social links," Bermann said.



"The Thinker" by Auguste Rodin

CFP Photo

American athlete holds solo exhibition



"Through the Red Door," by Gregory Burns, 2007
Todayartmuseum.com Photo

By LIU XIAOCHEN
Beijing Today Staff

The American embassy and Today Art Museum are cooperating to host In China 1984-2014, the solo exhibition of American painter Gregory Burns, the swimming champion who broke five world records at the Paralympics Games.

The exhibition displays 10 paintings Burns created based on his memory of China.

Burns has been to more than sixty countries in the past three decades. His paintings form a diary of his life.

He first came to China in 1984, a time when cars were rare, green trucks ruled the roads and everyone dressed in the same clothes.

His new work, *Shanghai Girl*, shows a young woman wearing a skimpy dress and seated among modern advertisements. She is telling the viewers with a view of her

back that China is not like what Burns saw 30 years ago – the simple and unsophisticated feeling is lost forever. Burns said he misses the ancient buildings, streets and people.

"I try to understand the past through my work. China and I have visibly changed over the years. Hard work, scarification and devotion defined these changes. And the confidence we gain from them helps us to set a path for new dream and goals," he said.

Burns caught polio when he was a year old and lost the use of his legs. He began to study painting when he was six. From then on, he devoted himself to coming to terms with the loss and building a wonderful life.

When: January 12 to February 27

Where: Today Art Museum, Building 4, Pingguo Shequ, 32 Baiziwan Lu, Chaoyang District

Tel: 5876 0600-100

EU, China to cooperate on protecting intellectual property

By LIU XIAOCHEN
Beijing Today Staff

IP: A Key to Sustainable Competitiveness, an event intended to bolster Chinese intellectual protection, opened in Beijing on January 16.

Based on the previous EU-China projects IPR1 and IPR2, the new three-year project will be operated by the Office for Harmonization in the Internal Market (OHIM) and its partner the European Patent Office (EPO).

The Department of Treaties and Law of the Ministry of Commerce is arranging more than 15 Chinese intellectual property institutes join the project.

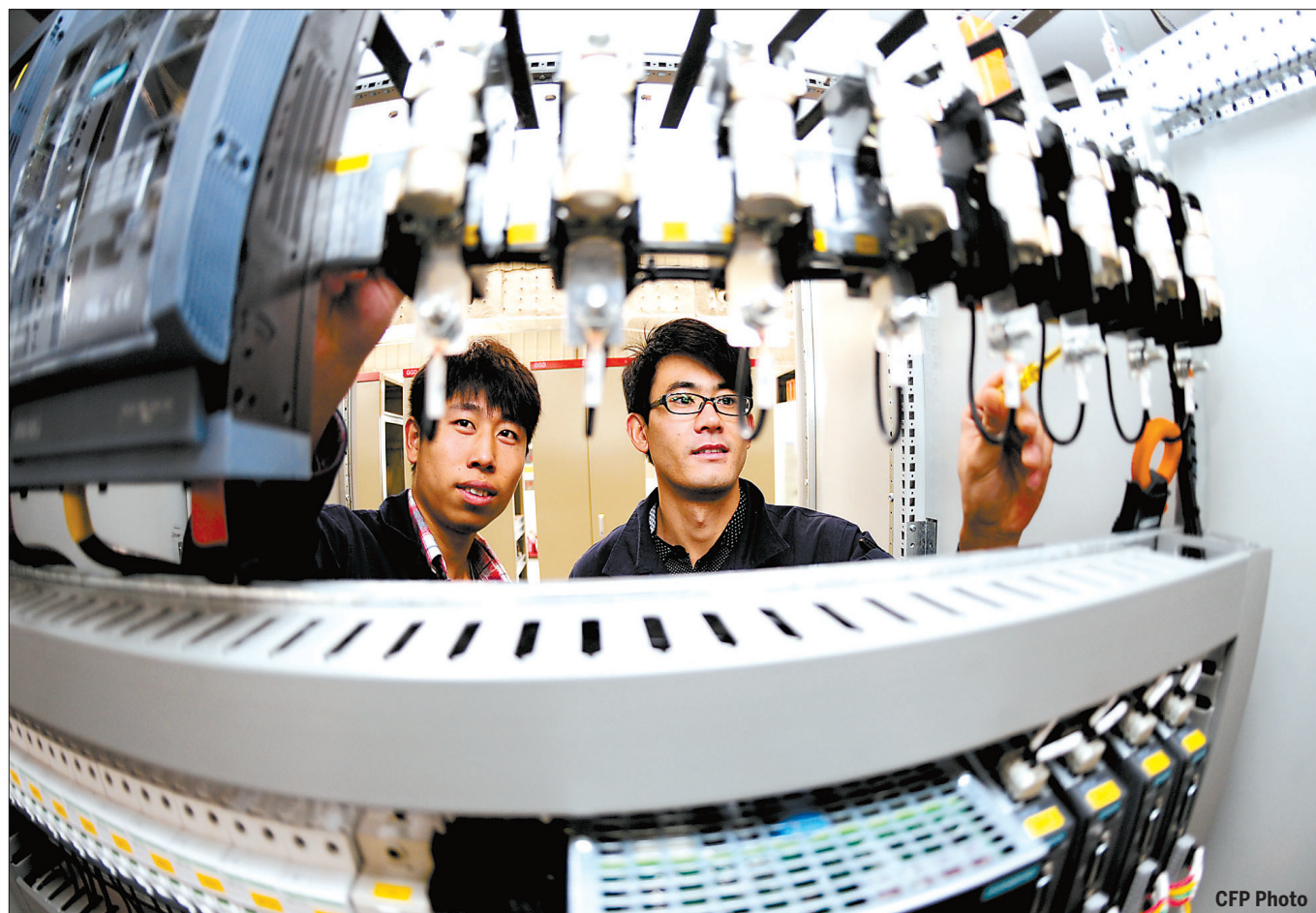
The EU said it would contribute €6 million (49 million yuan) to the effort and OHIM €1.5 million. The Chinese side has also pledged to financially support activities of mutual interest. European industries, rights holders and practitioner associations are also involved.

The roadmap for the first year paves the way for more than 20 comprehensive activities of mutual interest to protect intellectual property.

The new plan also promotes the importance domestic IP protection and EU-China customs cooperation to reduce related legal and administrative issues.

Deputy Head of the European Delegation to China Carmen Cano, Vice-Minister of Commerce Zhang Xiangchen, and President of OHIM António Campinos spoke at the opening.

"Last year, the European Union and China celebrated 10 years of structured dialogue on IP issues. The launch of the IP-Key



CFP Photo

project shows the commitment of both parties to cooperation on IP issues," Cano said. Zhang said China and the EU shared extensive common interests in IP protection.

"China attaches great importance to exchange, dialogue and cooperation with the EU and hopes that the relevant author-

ities of the two sides can discuss and explore proper solutions for IP protection in the digital age," he said.

"In today's globalized economy, a healthy economic and trade relationship depends on a healthy IP relationship, hence the importance of the New EU-

China IP Cooperation," Campinos said.

IP-Key's team has opened an office in Beijing with seven technical experts and assistants who are supported by the OHIM headquarters in Alicante, Spain.

Specialists will be invited for short stays to ensure a successful implementation.

Japanese embassy screens tribute to classic director



Equinox Flower



The Taste of Sauri



Late Autumn



Tokyo Story

By LIU XIAOCHEN
Beijing Today Staff

Yasujiro Ozu is one of the masters of the Japanese film industry. In memory of the 110th anniversary of his birth and 50th anniversary of his death, the Embassy of Japan has been hosting screenings of his work since last month.

Ozu is the creator of such classic films as *Tokyo Story*, *Late Autumn*, *Equinox Flower* and *The Taste of Sauri*.

The embassy screened *The Taste of Sauri* last month. After Spring Festival, it will begin screening *Late Autumn*.

The films are shown with reel-to-reel projectors and Japanese audio. Chinese subtitles are available.

To reserve a seat, send an email to newsletter@pk.mofa.go.jp after February 13.

Late Autumn was directed by Ozu in 1960 and stars actresses Setsuko Hara and Yoko

Tsukasa.

The two-hour film tells the story of a mother and her daughter's problems of marrying and remarrying.

The mother's decision to remain in a loveless marriage until her husband's death causes the daughter to reconsider tying the knot with her boyfriend.

The whole film is fairly straightforward and can be enjoyed without deep thought or criticism. Its dialogue is simple and humorous and shows the director's artistic pursuits and life in post-war Japan.

Almost every scene in the film is shot indoors.

When: 7 pm, February 20

Where: News and Culture Center of Japanese Embassy, 1 Liangmaqiao Dong Jie, Chaoyang District

Tel: 8531 9800

2014's top temple fairs

Traditional temple fairs

White Cloud Temple hosts one of the city's few temple fairs that is held in an actual temple. The Taoist temple combines many of the festivities seen at other temples with religious services and games believed to bring health and good fortune.

Many people line up to touch the temple's three stone monkeys. According to legend, touching the monkeys can ward off disease and prolong one's life.

Tossing copper coins is also popular. The temple has two large coins hanging on either side of the bridge by its entrance. Striking the bell in the center with a coin is supposed to bring the thrower luck throughout the new year.

When: January 31 to February 18

Where: Baiyunguan, 9 Baiyunguan Jie, Baiyun Lu, Xicheng District

Entry: 10 yuan

The temple fair at Ditan Park is one of the city's longest-running, and is celebrating its 29th year this weekend.

The fair is known for its recreations of Qing Dynasty performances and its memorial ceremony for the Earth. Visitors can learn how the emperors of the Qing Dynasty would visit to pray for peace and an exceptional harvest. The performance is held on the temple's Fangze Altar.

Other popular performances include crosstalk, single string, drums, Tianqiao and folk magic. The fair's organizers are also arranging exhibitions of Jiangnan embroidery and ancient photography for this year.

The temple fairs at Longtanhu Park, Changdian and Qianmen offer a similar atmosphere, and often include shadow puppet shows other forms of entertainment that were common a century ago.

When: January 30 to February 6

Where: Ditan Park, 2 Andingmen Wai Dajie, Dongcheng District

Entry: 10 yuan

New types of fairs

The Beijing International Sculpture Park is located in Shijingshan District. Its temple fair this year will be held on the east side of the park.

In addition to the usual temple fair activities, organizers plan to introduce a massive blind date that may involve millions of participants. The park is cooperating with 86888688.com.cn, a matchmaking website, to ensure the information about every participant is accurate.

When: January 31 to February 6

Where: Beijing International Sculpture Park, 2 Shijingshan Lu, Shijingshan District

Entry: 10 yuan

Beijing Worker's Stadium is hosting the city's first temple fair for children. The event will center on a production of Snow White by the China National Theater of Children.

A corresponding exhibition of classic

By LIU XIAOCHEN

Beijing Today Staff

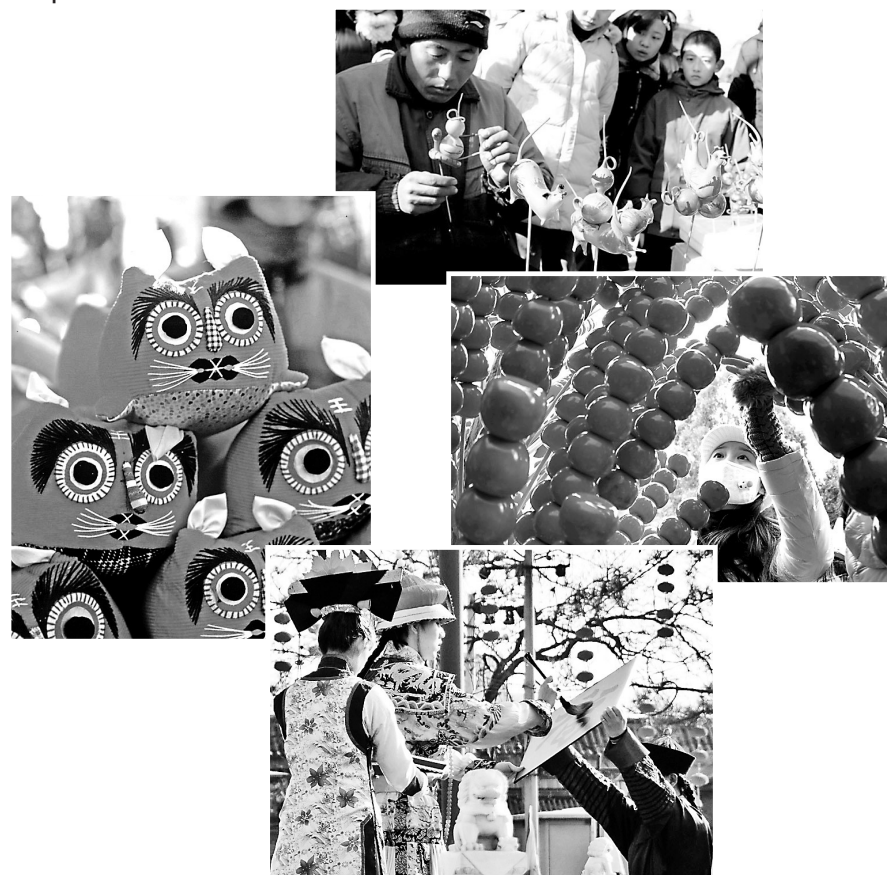
Spring Festival is arriving: the one time of the year when Beijing's crowds thin and traffic unclogs. But there are still crowds to be found at the city's temple fairs.

Fairs are open almost every day of the holiday at various locations throughout the city. Many continue historic traditions while others have a more bazaar-like atmosphere. This week we provide a quick rundown of which fairs will be open for 2014.



Temple fair at Ditan Park

CFP Photos



"Royal Life" at the Summer Palace

toys will include many from the 1980s, like tin wind-up frogs, diabolos and spinning tops.

The event also includes an exhibition of domestic entertainment products, creative products, a "children's castle" and ocean science display.

To ensure the safety of attending children, the event is limited to 9,000 tickets

each day. It will not have as many fatty and sugary snacks as most temple fairs.

When: February 1 to 6

Where: Beijing Worker's Stadium, 2 Gongrentiyuchang Bei Lu, Chaoyang District

Entry: 80 yuan

Theme temple fairs

Shijingshan Amusement Park is attempt-

ing to connect the Year of the Horse with Atlantic entertainment. Its new activities focus on interactive content designed to show visitors another side of traditional entertainment.

When: January 31 to February 6

Where: Shijingshan Amusement Park, 25 Shijingshan Lu, Shijingshan District

Entry: 10 yuan

Grand View Garden was the main filming location of *Dream of the Red Chamber*, CCTV's popular 1987 adaptation of Cao Xueqin's novel. The yearly temple fair often hosts various activities related to the novel.

This year, it plans to include an ancient-costume honor guard arranged according to the novel, a high-altitude art performance that previously set a Guinness record and a Henan drum and puppet show.

When: January 31 to February 4

Where: Grand View Garden, 88 Nancaiyuan Jie, Xicheng District

Entry: 40 yuan

The Summer Palace's royal temple fair has the theme of "experiencing royal life" and tries to integrate palace style with peasant celebration.

The fair will be decorated with palace lanterns, dragon columns and dragon flags. A 500-meter Business Street will reproduce the shopping areas once frequented by kings and ministers, envoys and queens.

When: January 31 to February 6

Where: The Summer Palace, 28 Qinghua Xi Lu, Haidian District

Entry: 10 yuan

Hotel

THE EMPEROR: First Water-Cultural Hotel Opens

The Emperor Beijing, the first water-themed hotel, opened earlier this month.

From underground hot springs to rain curtains, waterfalls and an exhibition area, everything in the hotel shares the theme of water.

The Emperor Beijing was rated one

of the world's 12 best business hotels by *Forbes* in 2008.

Located on Beichizi Street, the eastern side of the Forbidden City, the hotel provides guests with enjoy easy access to all the lively city has to offer. It is a 10-minute walk from the Imperial Palace Museum,

Tiananmen Square, Jingshan Park and Wangfujing Street, as well as the subway networks to many other landmarks.

Where: 33, Qihelou Jie, Dongcheng District

Tel: 6526 5566

Web: theemperor.com.cn



Music

Chang Kuan & Baby Brother

As the first young pop idol in China, Chang Kuan was immensely famous in 1985.

Chang Kuan founded the band Baby Brother's in 1988. Over the next seven years, Baby Brother performed more than one hundred live shows all over the country. Together with Cui Jian, Band 1989, White Angel, Breathing and Cobra, they laid the foundation of Chinese rock.

After 25 years, Chang Kuan has resurrected the legendary band with young bass player Wang Lei, Xiao Nan and young drummer Ma He.

Musician Ouyang is playing a DJ set on February 4 to support the show.

Where: Yugong Yishan, 3-2 Zhangzizhong Lu, Dongcheng District

When: 9-11 pm, February 4

Price: 150 yuan (door), 100 yuan (advance)

Tel: 6404 2711

Web: yugongyishantickets. tao bao.com

Tel: 6405 0906



St. Valentine's day at La Bas

Celebrate Valentine's Day at La Bas with handmade truffles by a French chef. Lovely flamenco melodies await you and your sweetheart. The night will include a live performance by Tursun.

Where: 34 Jiaodaokou Bei San Tiao, Dongcheng District La Bas BAR

When: 9:30 pm-midnight, February 14

Price: Free admission

Stage

The Musical Chicago: Broadway's Sure Thing

A true New York City institution, *CHICAGO* has everything that makes Broadway great: a universal tale of fame, fortune and all that jazz; one showstopping song after another; and the most astonishing dancing you'll ever see.

In this day and age, when everyone wants more bang for their buck, it's good to know there's a sure thing like *CHICAGO* The Musical. It's got the funniest songs, the hottest dancing, the sexiest cast and the greatest story on Broadway.



Where: Beijing Exhibition Center Theater, 135 Xizhimen Wai Dajie

When: 7:30-9 pm, February 1

Price: 180-1,280 yuan

Tel: 4006103721

Email: ponypiao@damai.cn

Celtic Legends Tap Dance

Born in the mysterious green land of Connermara, Ireland, Celtic Legends began its tour around the world in 2002 and became one of the top Irish tap dance sensations.

The troupe has performed for more than a million people in venues around the world. Its show features Irish folklore, traditional music and dance and a live band. From February 1 to 4, Celtic Legends will bring Beijing audience on a magic journey to the mysterious and beautiful Ireland.

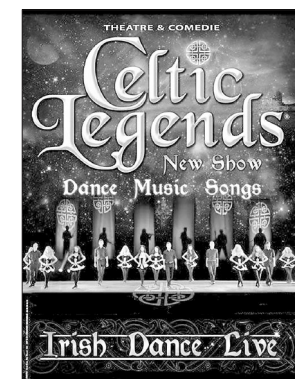
Where: National Center for the Performing Arts (NCPA), 2 Chang'an Jie, Xicheng District

When: 7:30-9:30 pm, February 1-4

Price: 180-1,080 (RMB)

Tel: 4006103721

Email: ponypiao@damai.cn



Sports

Hike: Intelligence Valley

Join us for a Spring Festival Holiday Hike!

A clear stream runs through Intelligence Valley, and the surrounding mountains form a microclimate that makes it a very nice and comfortable walk. At this time of year, all the streams and pools will have frozen over, so we'll do a bit of ice walking.

After the hike, we'll stop by a farmer's guest-house for a big lunch of homestyle Chinese food (cost included in the price of the hike).

Where: The Great Wall, hills, mountains, forests and villages around the city

When: 10 am-midnight, February 1

Price: 400 yuan, 360 for members

Tel: 6432 2786

Web: beijinghikers.com



Spring Festival Ski Trip

Escape to Wanlong Ski Resort for a fun and relaxing Chinese Spring Festival.

Wake up in a comfortable couple's room or suite, stay in the relaxing Tang Inn Hot Spring Holiday Hotel, located 11 kilometers from Mt. Wanlong, and enjoy a daily commute after your complimentary breakfast.

Where: Wanlong Ski Resort, Honghualiang Chongli County, Zhangjiakou City, Hebei Province

When: 8 am-5 pm, February 1-2

Tel: 18610453101

Community

Future and Career Training Session

Future and Career Training Session is hosted in conjunction with the University of Maryland EMBA Program.

Ira Cohen, a certified executive coach and action learning facilitator, will use his "crystal ball" to peer into your future and see if an EMBA is the right choice for you.

The event is particularly appropriate for people

who wish to know the difference between an MBA and an EMBA, and whether the degrees offer a good return on investment.

Where: Flames Bar, Hilton Wangfujing, 8 Wangfujing Dong Jie, Dongcheng District

When: 7 pm-midnight, February 11

Tel: 5240 1938

Feb 20 – Apr 20

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4 advantages, excellent performance

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The single pass-through efficiency of Amway Atmosphere® HEPA filter is much higher than general HEPA filter. It is up to 99.99 percent effective in eliminating airborne contaminants as small as 0.009 microns. It removes more than 70 types of contaminants including bacteria, viruses, cysts, pollen, asbestos and radon decay products.

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With unique upward airflow design, the purifying performance will not be affected even in a narrow space. Highly efficient motors contribute to large-scale air circulation, therefore improving the indoor air.

PUREFLOW®

Whisper-Quite Efficiency

Generates only 28 decibels of sound operating at Speed 1, as quiet as a whisper.

High Energy Efficiency

Operating at Speed 1 for a whole year, Atmosphere® only costs you 22 yuan in electricity. It has been recognized by Energy Star® for its super energy efficiency.

NTELLI-SENSE

Air Quality in Your Control

Atmosphere® features a built-in particle sensor that shows the quality of air at home. In automatic mode, the operating speed will be automatically adjusted by the built-in particle sensor.

Free Time Setting

By setting the operation time (30 minutes to 12 hours) on the control panel, Atmosphere® delivers clean and clear air.

To save energy, the number of indicator lights decreases to reflect the time when the air purifier will shut off.

Freely Adjust the Wind Speed

Manual Mode: Choose from Speed 1 to Speed 5.

Auto Mode: Fan speed automatically changes based on the air quality, helping to improve the indoor air quality in the shortest time possible.

Turbo Mode: Operate at Speed 5 for 30 minutes for quick purification of the air in your room.

Intelligent Filter Monitor

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